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ORIGINAL

December 7, 2004

VIA COURIER

Marlene H. Dortch, Secretary
Federal Communications Commission
The Portals
445 12th Street, S.W.
12th Street Lobby, TW-A325
Washington, D.C. 20554

RECEIVED

DEC - 7 2004

Federal Communications Commission
Office of Secretary

Re: *Ex Parte* Submission of Shure Incorporated
ET Docket No. 04-186; Unlicensed Operation in the TV Broadcast Bands

Dear Ms. Dortch:

On behalf of Shure Incorporated ("Shure"), enclosed please find product material illustrating the wide variety of important uses of wireless microphones. Shure is a respected manufacturer of wireless microphones and other wireless audio products. Shure is concerned that allowing unlicensed devices to operate in the unoccupied portions of the TV band as proposed in the NPRM in this proceeding would cause harmful interference to wireless microphones and other devices. Such interference could adversely affect the many important productions and activities that rely on high-quality wireless audio products, including for example, news coverage, sporting events, and TV and movie productions. Shure's comments filed November 30, 2004 propose a three-part interference mitigation solution to protect the wide variety of important wireless microphone uses from harmful interference from unlicensed devices.

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Marlene H. Dortch
December 7, 2004
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A copy of this submission is being filed using the Commission's Electronic Comment Filing System for inclusion in the record in this proceeding.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jeanne W. Stockman". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Catherine Wang
Jeanne W. Stockman

cc: Sheryl Wilkerson
Jennifer Manner
Paul Margie
Sam Feder
Barry Ohlson
Edmond Thomas
Bruce Franca
Alan Stilwell
Alan Scrim
Karen Rackley
Hugh Van Tuyl
John Wong
Wayne McKee
Susan Crawford

Wireless Microphones

Enable Modern Communications

*The biggest industries in the United States
– from television and movies to sports and politics –
rely on wireless microphones to connect with their audiences.*



Wireless Microphones

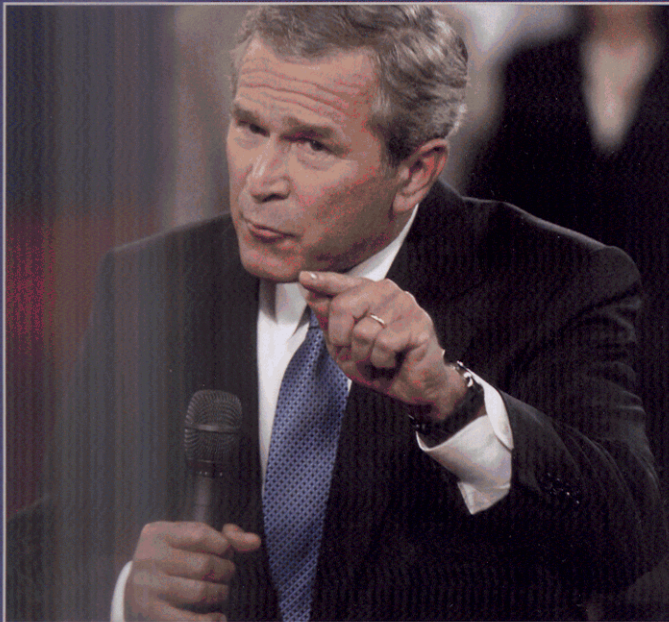
Enable Modern Communications

*The biggest industries in the United States
— from television and movies to sports and politics —
rely on wireless microphones to connect with their audiences.*

Communication is vital — to communicate means being heard, being felt, and being understood. Businesses, houses of worship and governments communicate with the American people every day through broadcasting — they nurture economies, provide entertainment, connect people with their faith, and inform them about political, local and public safety events. Performers, newscasters, athletes, spiritual and social leaders all use wireless microphones to magnify their message and connect with their audience.

It has been said that the best technology is transparent to the user. Wireless microphones are often seen and heard but rarely noticed by the hundreds of millions of people in the audiences of America. Wireless microphones allow the message to be delivered from where it is generated — from the cockpit of a racecar, the scene of an accident, a press conference on the street, the head of a parade, to the airfield of Air Force One. Wireless microphones are not only part of the medium of modern broadcasting and movie production, they are a mission critical element to the continued success of these industries and the businesses that depend on them.

Political Events



On the campaign trail, whether stopping for an impromptu speech or rallying the masses in giant convention halls – politicians and public speakers rely on wireless microphones to help them motivate audiences and rally supporters.

Wireless microphones are critical for...

- Mobile Speaking and Interviewing
- Reporting and Newsgathering
- Recording and Intercom Communications

News happens in an instant – reporting teams around the country are our first-responders to distribute information and awareness to the American public when it happens.

Electronic newsgathering organizations use wireless microphones for...

- Mobile Reporting and Newsgathering
- Studio and Intercom Communications
- Speaking and Interviewing

News Organizations



Sporting Events



Broadcasters innovatively use wireless microphones to bring sports into America's living rooms. They are hidden under second base, attached inside the helmets of players and used for amplifying the national anthem.

From the press box to the playing field, wireless microphones are essential for...

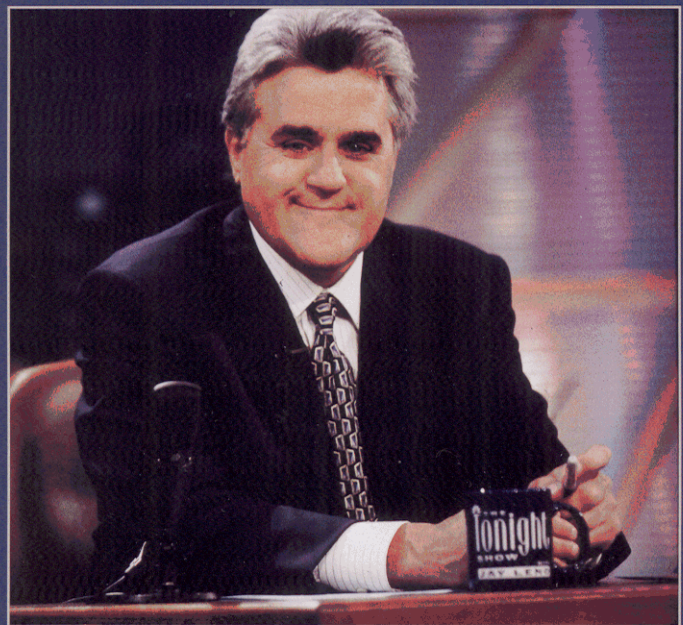
- Athlete and Coach Communications
- Mobile Announcer Reporting and Interviewing
- Crowd and Ambience Mixing
- Musical Performances and Intercom Communications

In the studio environment, television production has relied on wireless microphones as essential components for the casual, relaxed atmosphere of today's most popular talk shows and interview-heavy news programs.

Whether handheld or lavalier, wireless microphones are essential for...

- Speaking and Interviewing
- Audience and Ambience Mixing
- Musical Performances and Intercom Communications

Television Inside the Studio



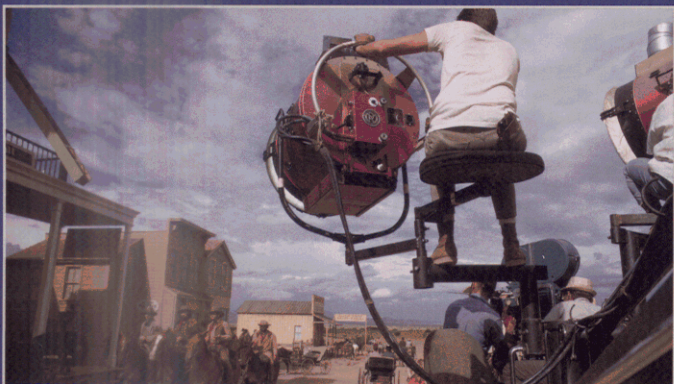
Television Outside the Studio



With the burgeoning popularity of reality TV and the perennial success of industry award shows like the Oscars® and GRAMMY®s, the television industry is reliant on wireless technologies that free performers and participants to communicate and express themselves without wires.

Front and center or tucked away and nearly invisible, wireless microphones are used for...

- Musical Performances and Intercom Communications
- Speaking and Interviewing
- Parade Coverage and Remote Holiday Events
- Crowd and Ambience Mixing
- Movie production and Recording



Thousands of businesses use wireless microphones every day to reach millions of people across the country. Since 1952 – when the wireless microphone was first created – businesses, governments, and individuals have depended on wireless technology to bring information and comfort to the American public.

As wireless technology advances, wireless microphones will become less visible but more essential to the businesses and people that use them – and transparent to the people that hear them.